

REMARKS

Reconsideration of this Application is respectfully requested. Claims 21-25 and 27-41 are currently pending, with claims 21, 29 and 34-36 being the independent claims. Claims 21, 22, 29 and 34 are amended herein. Claim 26 has been canceled. The Applicant respectfully submits that these amendments and new claims introduce no new matter. Based on the above Amendments and the following Remarks, the Applicant respectfully requests that the Examiner reconsider and withdraw all outstanding rejections.

Rejections Under 35 U.S.C. § 103

Claims 21-41 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,169,498 to King et al. (“*King*”) in view of U.S. Patent No. 6,922,672 to Hailpern et al. (“*Hailpern*”). *King* is directed to a portable device used to receive location-specific messages based on the presence of the portable device within a facility. *Hailpern* is directed to a method of providing a promotion to a target group of customers within a particular geographical area. In particular, *Hailpern* discloses that the target group is selected based on demographic data, and the promotion is provided to those customers within the target group that are within a geographical area. Column 3, lines 5-15; Column 3, lines 50-52.

To establish a *prima facie* case of obviousness by combining references, the Examiner must show sufficient motivation or teaching to combine or modify the references, a reasonable expectation of success resulting from the combination or modification, and that the references as combined teach all of the claim limitations. See MPEP § 2143. In this instance, the Examiner has failed to establish a *prima facie* case of obviousness for at least the reason that the cited references do not disclose all of the claim limitations, as discussed below.

King and Hailpern fail to disclose all of the claim limitations

Neither *King* nor *Hailpern* alone or in proper combination disclose or suggest all of the limitations recited in the claims. More particularly, unlike independent claim 21, neither *King* nor *Hailpern* alone or in proper combination disclose or suggest a method of supplementing an experience of a visitor to a public space including receiving an input “relating to one of the plurality of public space elements from a visitor when a visitor is in the public space, the received input including a *unique identifier associated with the visitor*; receiving a request . . . *when the visitor is outside of the public space*; and sending supplemental information to the visitor when the visitor is outside of the public space *based on the received input and the received request*.”

Unlike independent claim 29, neither *King* nor *Hailpern* alone or in proper combination disclose or suggest a method for providing information about a public space element including “*receiving, within the public space, an electronic response to the transmitted information . . . associated with a piece of supplemental information, receiving, from the visitor when the visitor is located outside of the public space, an electronic request for the piece of supplemental information*,” and “*sending electronically the retrieved piece of supplemental information to a communications network extending beyond the public space using the address information*.”

Unlike independent claim 34, neither *King* nor *Hailpern* alone or in proper combination disclose or suggest a system including a portable selection device, an internal information transmission system “*configured to receive an input from the portable selection device, the input including a unique identifier associated with the visitor and an identifier associated with an element within the public space*,” and an external information transmission system “*configured to send information included within [a] database from said database to the data network in*

response to the input received from the portable selection device and a request from the visitor when the visitor is outside of the public space.”

Unlike independent claim 35, neither *King* nor *Hailpern* alone or in proper combination disclose or suggest a method for supplying supplemental information including “receiving an electronic supplemental information selection from the visitor in the public space,” “associating visitor identification information with said electronic supplemental information selection,” and “receiving an electronic inquiry from the visitor *after the visitor has left the public space.*”

Finally, unlike independent claim 36, neither *King* nor *Hailpern* alone or in proper combination disclose or suggest a method of supplementing an experience of a visitor to a public space including “receiving an electronic request for additional information from the visitor after the visitor has left the public space” and “transmitting a response to said electronic request wherein said response is based, in part, on the received input associated with the identification information related to the visitor.”

In summary, then, the claims provide that the input received from the visitor when the visitor is within the public space is uniquely associated with the visitor. Moreover, such input determines, in part, the content of the information transmitted when the visitor requests supplemental information when outside of the public space.

Although *King* discloses receiving an input from a user, for example, to trigger the initiation of a commentary (see Col. 7, lines 6-7), *King* does not satisfy these limitations because it does not disclose or suggest associating any such input with the user. Rather, the input received is, at best, associated with the device from which the input is received, so that location-specific information can be transmitted to the device when the device is within the facility. See

Col. 7, lines 6-13. Moreover, *King* is concerned solely with transmitting information within a facility and does not disclose or suggest transmitting information to a user when the user is outside of the facility.

Similarly, *Hailpern*, does not disclose or suggest receiving input from a user that uniquely identifies the user, but instead employs demographic data to select a group of users to whom electronic promotions should be sent. Col. 3, lines 7-15. According to one dictionary, demographic data includes “characteristics of a population, especially as classified by age, sex, income, etc.” Webster’s New World College Dictionary, 4th Ed. Moreover, the transmission of electronic promotions in *Hailpern* is not in response to any request or inquiry from the user, but is rather based on the geographic location of the user.

Accordingly, the Applicant respectfully submits that, for at least these reasons, independent claims 21, 29 and 34-36 are patentably distinct from *King*, *Hailpern*, and any proper combination thereof. As such, the Applicant requests that such rejections of independent claims 21, 29 and 34-36, and their respective dependent claims, be withdrawn.

Conclusion

All of the stated grounds of objection and rejection have been properly traversed or rendered moot. The Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding objections and rejections. The Applicant believes that a full and complete response has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that further personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

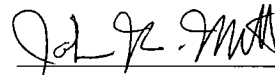
Prompt and favorable consideration of this Reply and Amendment is respectfully
requested.

Dated: 27-SEP-2006

Cooley Godward LLP
ATTN: Patent Group
The Bowen Building
875 15th Street NW, Suite 800
Washington, DC 20005-2221
Tel: (703) 456-8000
Fax: (202) 842-7899

Respectfully submitted,
COOLEY GODWARD LLP

By:



John R. Mills
Reg. No. 56,414